

# **EXHIBIT 2**

## Ainsworth, Kevin

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**Sent:** Wednesday, October 9, 2019 2:40 PM  
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**Subject:** Target USA Retailer Update: September 23rd - October 4th

# **TARGET** RETAILER UPDATE: Sept. 23<sup>rd</sup> – Oct.

## Hatchimals Wow & Owleez Product Launch

- ❖ Plan-O-Gram revisions officially started on Oct. 6<sup>th</sup> – *majority of locations just now starting October POG updates*

## Store Activity

### ❖ Spin Master Activity

- Promotional Feature Activity – *Newly set Features included:*
  - **Paw Patrol 'Mighty Pups' PDQ Pallet Shipper**
  - **Shared Frozen 2 Gifting Display** including Frozen Frantic Forest Game, Frozen Puzz3D Castle, and Frozen Frosted Fishing Game (**feature set initially on Oct. 4th launch day**)
- New Plan-O-Gram Sets – *Seasonal Aisle Revisions*
- New Brand/Item Arrivals
- Promotional Sales Activity
- Marketing Materials

### ❖ Competitor Activity

- Promotional Feature Activity – *Focals, PDQ Pallet Shippers, Gifting Displays/Islanders, Endcaps, PDQ Sidecaps/FSDUs*
- New Brand/Item Arrivals

- Promotional Sales Activity
- Marketing Materials

### ❖ **General Store Activity**

- Disney 'Store within a Store' Shops now setting at 25 select locations
  - Seasonal Shop – *'Hyde & Eek' Halloween Seasonal Shop continues to be featured*
  - Bullseye's Playground Activity – *Fall Harvest/Halloween continues to be featured*
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## **Hatchimals Wow & Owleez Product Launch**

Plan-O-Gram revisions for Hatchimals Wow & Owleez officially started at Target on October 6<sup>th</sup>; early results through this morning show the majority of stores are just now starting the Oct. Plan-O-Gram revisions to update POGs and add product (~75% of stores had yet to fully update POGs) – *in the interim many locations have elected to place Hatchimals Wow & Owleez on existing features where possible*

### ❖ **Hatchimals Wow**

- **Plan-O-Gram Revision** – Hatchimals Wow added on the bottom shelf (1-2 facings) of the existing POG in the Hatchimals Section within Girls Novelty; adjacent competitive brands include Little Live, Yellies, Rainbocorns, and Fingerlings
- **Tower Feature** – Hatchimals Wow will be featured on a Tower Display with additional Hatchimals/Colleggtibles SKUs, including Hatchtopia Life, Pixies, Colleggtibles S6 4-PK & 12-PK Egg Carton – *promotional compliancy audits on Tower Feature have been launched with our team*

### ❖ **Owleez**

- **Plan-O-Gram Revision** – Owleez SKUs are a few sections down from Hatchimals in Girls Novelty and are placed on a middle shelf (1 facing each); adjacent competitive brands include Pomsies, Tamagotchi, FurReal, Shimmer Stars, and Club Petz



*Hatchimals Wow POG Revision  
Revision*

*Hatchimals Wow on Hatchimals/Colleggtibles Tower  
Hatchimals Wow & Owleez Product Set on Existing Focal Features*

*Owleez POG*

## Store Activity

Please click the link to access pictures that illustrate the Retail Activities presented in this Report: [Target Retailer Update Images](#)

## Spin Master Activity

### ❖ Promotional Feature Activity

#### ○ Newly Set Promotional Features included:

- Paw Patrol 'Mighty Pups' PDQ Pallet Shipper including 'Mighty Pups' Action Pack Pup Asst., Themed Vehicles, Die-Cast Gift Set, Mighty Cruiser, and Mighty Twins 2-in-1 Super Charged Vehicle
- Shared Frozen 2 Gifting Display including Frozen Frantic Forest Game, Frozen Puzz3D Castle, and Frozen Frosted Fishing Game (feature set initially on Oct. 4th launch day)





**Paw Patrol 'Mighty Pups' PDQ Pallet Shipper**



**Shared Frozen 2 Gifting Display w/Frantic Forest, Puzz3D Castle & Frosted Fishing**



- **Carry-Forward Promotional Features (corporate driven) set at stores included:**
  - **Shared 'Girls' Focal** including Hatchopia Life, Pixies, and Colleggtibles S6 2-PK, 4-PK, and 12-PK Egg Carton
  - **Shared 'Activities' Endcap** including Cool Maker Go Glam Nail Stamper & Pattern Pack
  - **Awesome Bloss'ems PDQ (Drop-In) Sidecap** featuring the Awesome Bloss'ems Single Pack
  - **Paw Patrol PDQ (Drop-In) Sidecap** featuring the Die-Cast Singles Asst.
  - **Kinetic Sand PDQ (Drop-In) Sidecap** featuring the Unicorn Rainbow Single Pack
  - **Candylocks PDQ (Drop-In) Sidecap** featuring the Basic Doll Asst.
  - **Shared 'Back to College Games' Endcap** including the Office Game



'Girls' Focal w/Hatchimals  
Sidecap

'Activities' Endcap w/Cool Maker  
Candylocks Sidecap

'College Games' w/the Office

Awesome Bloss'ems Sidecap

Paw Patrol Sidecap

Kinetic Sand

### ❖ New Plan-O-Gram Sets

- **Seasonal Aisle Revisions** – transitioned from the previous Summer Seasonal over to the 4th Quarter 'Bulk' Toy Seasonal Aisle & 'Active Play' Seasonal Aisle [aisles typically found in-between Toys & Sporting Goods]
  - The 'Bulk' Toy Seasonal Aisle POG includes the **Paw Patrol 2-PK Chase & Marshall Powered-Up Vehicles** and **Cardinal Pop-A-Shot**, while the 'Active Play' Seasonal Aisle POG includes four **Marshmallow Sofa** SKUs





*'Bulk' Toy Seasonal Aisle Transition  
Aisle 'Active Play' Seasonal Aisle Transition*

*Paw Patrol in 'Bulk' Toy Aisle Pop-A-Shot in 'Bulk' Toy  
Marshmallow Section in 'Active Play'*

### ❖ New Item Arrivals/Assortment Updates (not all inclusive)

- Bakugan Deluxe Figure Asst., Paw Patrol Mighty Cruiser, Paw Patrol Advent Calendar, Tech Deck BMX Freestyle Hits Asst., Tech Deck BMX Dirt Set Asst., Pop-A-Shot, Marshmallow Flip-Open Sofas (Paw Patrol, Frozen 2, Minnie Mouse & Toy Story 4), Frozen Frosted Fishing Game, Frozen Frantic Forest Game, Frozen Puzz3D Castle, and Blockbuster 500-PC Puzzle Asst.





**Bakugan Deluxe Figure Asst. Hits**

**Paw Patrol Mighty Cruiser**

**Paw Patrol Advent Calendar**

**BMX Freestyle**



**Marshmallow Flip-Open Sofas (Paw Patrol, Frozen 2, Minnie & Toy Story)**

**Frozen Frosted Fishing Game**

**Frozen Frantic Forest**

### ❖ Promotional Sales Activity (not all inclusive)

- Dragons 3, Bakugan Battle Arena & Dragonoid Maximus, and Fuggler





**Dragons 3 – 15% to 20% off**  
**Maximus–15% off Fuggler \$9.99**

**Dragons 3 – 15% to 20% off**

**Bakugan Battle Arena – 15% off**

**Bakugan Dragonoid**

## ❖ Marketing Materials

- “Photo Opp.” Graphics on Paw Patrol ‘Mighty Pups’ PDQ Pallet Shipper – the back of the PDQ Pallet Shipper features “photo opportunity” graphics for kids & parents to snap photos and post to social media with the #SuperPAWS hashtag



"Photo Opp." Graphics on Paw Patrol Shipper

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## Competitor Activity

### ❖ Promotional Feature Activity

#### ○ Focals

- 'Boys' Focal – Star Wars (set on Oct. 4<sup>th</sup>), Animal Planet (set up until Oct. 4<sup>th</sup>)
- 'Girls' Focal – L.O.L/Poopsie/Rainbocorns/Little Live/Capsule Chix (*shared with Hatchimals/Colleggtibles*)
- 'Bulk' Focal – Battat/Magna-Tiles/Melissa & Doug



**'Boys' Focal – Star Wars Side #1  
Focal**

**'Boys' Focal – Star Wars Side #2  
'Bulk' Focal**

**'Boys' Focal – Animal Planet**

**'Girls'**

- **PDQ Pallet Shippers** – L.O.L Surprise & Hasbro Gaming
- **Gifting Displays/Islanders** – Frozen 2 & Star Wars (both set on Oct. 4<sup>th</sup>)





**L.O.L Surprise PDQ Pallet Shipper Display**

**Hasbro Gaming PDQ Pallet Shipper Star Wars Gifting Display**

**Frozen 2 Islander Display Star Wars Gifting Display**

**Frozen 2 Islander**

- **Endcaps** – Frozen 2 (set on Oct. 4<sup>th</sup>), Sesame Street '50 Years & Counting', LeapFrog Leap Builders, Marvel '80 Years', Barbie, Ryan's World, LEGO 'Birthday', Disney's The Haunted Mansion, L.O.L./Poopsie Surprise (Check-lane), and Play-Doh





**Frozen 2  
Years'**



**Sesame Street '50 Years'**



**LeapFrog Leap Builders  
Ryan's World**



**Marvel '80  
LEGO 'Birthday'**



**Barbie**



**The Haunted Mansion**



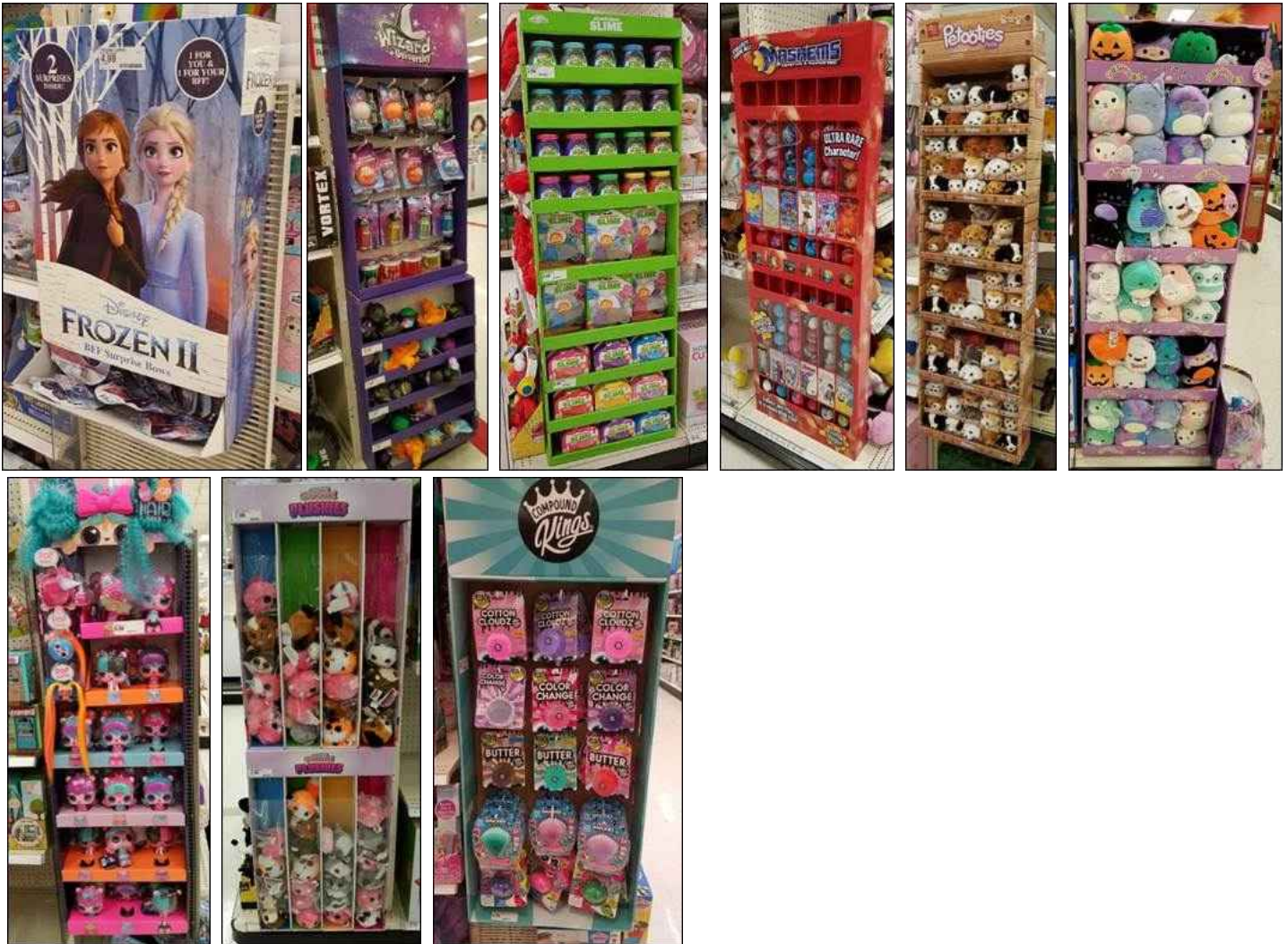
**L.O.L./Poopsie (Check-lane)**



**Play-Doh**



- **PDQ (Drop-In) Sidecaps/FSDUs (Free Standing Display Units)** – Frozen 2 BFF Surprise Bows (set on Oct. 4<sup>th</sup>), Wizard University, Nickelodeon Slime, Mash’ems, Petooties, Squishmallows, Pop Pop Hair Surprise, Amazing Squishee Plushies, and Compound Kings



**Frozen 2 BFF Surprise Bows**  
Slime  
Kings

**Mash’ems**

**Wizard University**  
Petooties

**Nickelodeon**  
Squishmallows

**Pop Pop Hair Surprise** **Amazing Squishee Plushies** **Compound**

#### ❖ **New Brand/Item Arrivals (not all inclusive)**

- Ryan’s World Ultimate Red Titan, L.O.L Amazing Surprise, Pikmi Pops Pajama Llamas, Radical Racers (A.S.O.T.V), Shopkins Shoppies Angelique Star, Rainbocorns Big Bow Surprise, Little Live Wraptiles, Beyblade Battle League Championship Clash, Goo Goo Galaxy Slurp N’ Slime Goo Drop, and Candyland Connect 4 Mash-Up





**Ryan's World Ultimate Red Titan Llamas**

**L.O.L. Amazing Surprise**

**Pikmi Pajama**

**Radical Racers**

**Shoppies Angelique Star**



**Rainbocorns Big Bow Drop**

**Little Live Wraptiles**

**Beyblade Battle League Championship Clash**

**Goo Goo Galaxy Slurp N' Slime Goo**

**Candyland Connect 4 Mash-Up**

### ❖ Promotional Sales Activity (not all inclusive)

- Hot Wheels Monster Trucks 1/64<sup>th</sup> Asst. + Hot Wheels Cars, Driven Vehicle Asst., Rise of the TMNT Basic Figure Asst., Our Generation, Barbie, GraviTrax, Fortnite, Chickapig, The Tonight Show Games, and A Parody of the Classic Games





Free HW Car w/MT Purchase  
Discounts Varied

Driven Vehicle Asst. \$6.99  
GraviTrax – 10% off

TMNT Figs – B2G1 Free  
Fortnite – Discounts Varied

Our Generation-Discounts Varied Barbie-



Chickapig \$19.99  
Classic Games \$15.99

The Tonight Show Games \$15.99

A Parody of the



## ❖ Marketing Materials

- Barbie Dreamhouse Shelf Danglers



*Barbie Dreamhouse Shelf Dangers*

## General Store Activity

### ❖ Recent Store Activity Included:

- **Disney 'Store within a Store' Shops** – 25 select locations will feature a Disney 'Store within a Store' starting on Oct. 4<sup>th</sup>; these select locations started the process of setting the Disney Shop early last week



*Disney 'Store Within a Store' Shops in Process of Being Set*

- **Seasonal Shop** – 'Hyde & Eek' Halloween Seasonal Shop remains featured through the end of October
- **Bullseye's Playground** – Bullseye's Playground continues to feature Fall Harvest/Halloween theming with items under \$5 featured





*'Hyde & Eek' Halloween Seasonal Shop*  
*Shop*

*'Hyde & Eek' Halloween Seasonal*  
*Fall/Harvest & Halloween Featured in Bullseye's Playground*



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